

Message Text

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TAGS: ETRD

SUBJECT: SEGMENTAL PR FUNDS FOR HOLIDAY TRAVEL MAGAZINE

SUMMARY: DETAILS REASONS FOR SPR REQUEST

TYOWAS 4-168 RE WATYO 4-144. REQUESTED FUNDING DOES NOT REPRESENT PURCHASE OF EDITORIAL SPACE IF ONLY BECAUSE SPACE INVOLVED WOULD COST OVER DOLS 50,000 TO PURCHASE.

DOOR HAS ALWAYS BEEN OPEN FOR PRINT AS WELL AS TV MEDIA TO REQUEST REPEAT REQUEST FINANCIAL SUPPORT. HOWEVER WE DO NOT ROUTINELY MAKE OFFER OFFINANCIAL SUPPORT TO ALL COMERS. WE DO MAKE OFFER IN CAREFULLY SELECTED CASES WHEN, IN OUR JUDGEMENT, VALUE OF ANTICIPATED EXPOSURE JUSTIFIES OUR TAKING INITIATIVE IN BRINGING UP TOPIC OF MONEY.

NO REPUTABLE TV OR PRINT MEDIA FIRM HAS EVEN DEMANDED FUNDS, AND NONE HAVE EVER TRIED SAYING "YOU GAVE TO SO-AND-SO, THEREFORE YOU SHOULD GIVE IT US." REPUTABLE MEDIA GROUPS KNOW THAT APPROACH PRODUCES AUTOMATIC REJECTION WHICH WE OFTEN STATE AS "IF THAT IS ONLY JUSTIFICATION YOU CAN OFFER, THEN YOUR PROPOSAL OBVIOUSLY CAN'T STAND ON ITS OWN MERITS AND, IF IT CAN'T WE NOT INTERESTED."

EVEN IF A PROPOSAL IS ABLE TO STAND ON OWN MERITS, WE WILL OFTEN MAKE COUNTER OFFER OR MODIFY PROPOSAL ACCORDING TO OUR OWN STANDARDS AND REQUIREMENTS. RESULTING PROPOSAL FORWARDED TO YOU SHOWS NONE OF DISCUSSION AND BARGAINING THAT WENT INTO IT, AND WE CAN THEREFORE UNDERSTAND WHY YOU MAY BE INCLINED

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TO VIEW INCOMING PROPOSALS AS HAVING BEEN FORWARDED AS

PRESENTED BY MEDIA. THIS SELCON THE CASE, EVEN WITH THOSE
MEDIA GROUPS WITH WHICH WE HAVE WORKED CLOSELY FOR LONG PERIOD.

WE SAY "NO" WHEN NECESSARY, AND IN PAST SIX MONTHS WE HAVE SAID
"NO" OFTENER THEN "YES." WE WISH A REJECTION WOULD TURN OFF
SOME OF THE MEDIA GROUPS, BUT THEY KEEP COMING BACK. IN
FACT, IT IS THE NEED TO SPEND TIME WITH PROPOSALS WE
ULTIMATELY REJECT THAT TAKES AN INORDINATE AMOUNT OF OUR TIME,
YOU NEVER HEAR ABOUT THE REJECTS BECAUSE, OBVIOUSLY, IF
WE REJECT THEM AT THE FIELD LEVEL, THERE IS NOTHING TO BE
FORWARDED FOR YOUR CONSIDERATION. SOME OF OUR WEEKLY
REPORTS GIVE INDICATION OF REJECTION RATE. SEE FOR
EXAMPLE TSDS 4-168, 149, 121.

WE NOT BUYING SPACE FOR REASONS STATED ABOVE. ALL PROPOSALS
SELL THEMSELVES ON OWN MERITS OR NOT ALL. IF PROPOSAL IS
NOT SUITABLE TO MEDIUM'S FORMAT OR IS SEEN AS LACKING AUDIENCE
DRAWING POWER, NO AMOUNT OF PROFFERED FINANCIAL AID OR
SALESMANSHIP WILL MOVE IT.

YOU ASKED NOW THIS OPPORTUNITY DIFFERS FROM OTHERS IN WHICH MONEY
NOT REQUESTED. MORE IMPORTANT QUESTION IS HOW THIS
OPPORTUNITY DIFFERS FROM OTHERS IN WHICH MONEY IS REPEAT IS
REQUESTED. MANY OF THE REQUESTS WHICH REACH YOU, BOTH PRINT
AND TV, INCLUDED MONEY WHEN THEY FIRST CAME TO US. WE
REJECT MANY MONEY REQUEST PORTIONS FOR VARIOUS REASONS,
EVEN THOUGH WE APPROVE CAB WAIVER PORTIONS FOR FORWARDING
TO YOU. PARTIAL REJECTION DOES NOT CREATE ALIENATION, BUT
SPURS MEDIA TO GREATER EFFORT TO COME UP WITH PROPOSALS
MORE IN LINE WITH OUR NEEDS AND STANDARDS.

IN HOLIDAY TRAVEL CASE, WE APPROVED MONEY PORTION OF
REQUEST BECAUSE WE BELIEVE MAJOR SPREAD ON MAJOR DESTINATION IN
MAJOR PURE TRAVEL PUBLICATION OF SECOND GENERATION LEISURE
ASAHI TYPE WORTH OUR SUPPORT. COST BENEFIT RATIO,
WHILE NOT AS GOOD AS FOR TV, IS STILL WITHIN ACCEPTABLY
LOW RANGE.

INCIDENTALLY, ORGINAL MONEY REQUEST WAS FOR DOLS\$5,000.
WE WOULD NOT GO ANY HIGHER THAN DOLS\$3,000.
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TRUST ABOVE PROVIDES SATISFACTORY REPLIES YOUR QUESTIONS AND
LOOK FORWARD EARLY RECEIPT YOUR APPROVAL HOLIDAY TRAVEL
PROPOSAL.
SHOESMITH

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